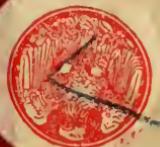


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# VINELAND,

NEW JERSEY,

AND ITS ATTRACTIONS,

BY

CHARLES K. LANDIS.

PHILADELPHIA.

1880.

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THE

# SETTLEMENT OF VINELAND, N. J.

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BY THE FOUNDER, CHARLES K. LANDIS.

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Since I have been in England a few months, I have visited that great improvement known as the Shaftesbury Park Estate, and I see that, upon all sides, questions of social science are interesting all classes, in reference to government, to art, to education, and to homes.

For thousands of years what appertains to government has received the study and attention of philosophers, politicians and soldiers; but with the progress of modern civilization it seems to be recognized that there is something more important to human societies than that which relates to the general compact, or government, under which they live—it is what relates to the near and inner home and social life, what in this sphere will make men and families better off, happier, and morally and materially and aesthetically advance them. These are questions which modern civilization is pressing forward with a powerful urgency. They are questions which no Liberal Governments, such as England, need fear; moreover, questions which the leaders of Government can direct and greatly help, and thereby elevate the character of Government in the minds of the people.

It is thought by many, that in my Settlement of Vineland, located in New Jer-

sey, United States of America, many of these problems (of social science) have been solved, seeing the prosperity of the place and its people. Since its fame has become somewhat spread, I am in the receipt of many letters asking questions concerning many points which would require great time and space to answer. It has, therefore, been suggested by friends, that it would be best to write a paper covering all the main points; a paper which the people of England could read, and thus satisfy themselves in reference to the matters in which they are the most interested.

This is my story: In the year 1861, being about twenty-eight years of age, and full of hope and courage, I conceived the idea of starting a settlement upon virgin land, near the great seaboard markets of America. I decided upon this location in order to afford the widest and most certain scope for individual success, alike on account of the markets and of the opportunities for skilled labor in farming, gardening and mechanics. I selected a tract of about thirty thousand acres, or about forty-eight square miles, in the wildest part of New Jersey, on a railroad which had just been completed, but did very little business. On this land I had no resources but the soil itself; the large timber had all been cut off years

before, to supply the New York and Philadelphia markets; there was no coal, no iron, and no great navigable stream—nothing to help by way of commercial speculation. Besides, at that time there was no tide of emigration pouring into New Jersey—it all went West. Before my time, small tracts of land would not be sold to strangers, and emigration to that section was discouraged.

I knew, therefore, I had no chance help to depend upon, such as ordinarily allures people to new places, but that whatever was won had to be created by industry; yet I believed that if this could be attracted, and then placed in the most favorable condition for its development and increase, all the disadvantages would be overcome. It was necessary for me to create such a state of things that, when the people were brought together from the commencement, and during the progress of the Settlement, and after it had become a populous settlement, these people should prosper as a mass, and be contented. My own profits depended entirely upon this. If the people did not individually prosper, the Settlement would cease to increase or spread, land would not sell, and the result would be a financial failure. I therefore had to deliberate carefully upon all possible things which would benefit the settler directly or indirectly, develop industry, protect it—make the improvements of one man, in usefulness and beauty, redound to the benefit of each neighboring man, make families contented by giving them religious and educational privileges, supply them with information as to the best things to cultivate, and how to do it, secure to them facilities for transporting their goods to market at the lowest possible prices, keep down all local trade monopolies, which would take money from the people without an adequate return. In short, selling land to them was

but the beginning of the business; without their prosperity the sale of land would soon stop, before a fifth of my immense purchase could be taken up.

I therefore had to address my mind to a consideration of the things that make people prosperous, conserve industry, promote contentment, and which will protect them from evils.

To do this I had to strike out some new paths. Civilization had got engrafted upon it many things which would hinder or prevent the success of such a plan as I proposed to make, especially under so many natural disadvantages. The people all around my tract of land, whom I should first have to depend upon to open roads, clear lands, and make a commencement in farming, had been kept down by the great landlords and manufacturers in the vicinity, in a state of degradation and brutal ignorance. They lived in log cabins, with dirt floors; they could neither read nor write; for their work at wood-chopping they received about fifty cents per day—equivalent to two shillings, which was paid to them not in money, but in orders upon shops, and the shop clerk would hand over to them each week a certain quantity of Indian corn meal, salt pork, molasses, and whisky; about as much as he thought would serve them for a week. There were probably about twenty-five families of this kind living upon this tract of land, but not owning their homesteads, and many more in the vicinity. There were no schools; people around had the privilege of allowing their cattle to run at large; the roads were little more than bridle paths, and the wooden bridges across the streams were decidedly dangerous. To add to the complexity, the great civil war had just broken out, which threatened many evils.

It was in the centre of this place, upon a mile square of land, that I proposed to build a city which should be filled with

manufactories, shops and stores for mercantile purposes, schools and halls for public recreation, also churches of various denominations, and private residences, and around this mile square of city, as far as the boundaries of the land would reach, with farms, gardens, orchards and vineyards. To look at the thing just as it was, this would appear difficult; but I saw no reason why the enterprise might not be successful, if in the first place I chose a practical and convenient plan for the growth of the town, and one which, as the streets were gradually opened, would develop its beauty; and if also I adopted a system or scheme which would allow all who purchased property from me, and improved it, to be directly benefited by the increase in the value of their property, thus protecting industry from its ordinary evils, and providing for it more than ordinary encouragements. This I resolved to attempt, if possibly I might bring the people to my views; and this was the real difficulty. But, in the first place, I decided to theorise and reason with nobody—to do nothing to affect my character as a practical man, to be reticent always until the time of action arrived; that I would make the fixed principles of my plans of improvement the subject of contract, to be signed and sealed; and in respect to the other things, I would explain them to the people before they bought land, as occasion made it necessary; then if they did not like what was proposed, they would not buy. The special and definite designs which I meant to work upon shall be explained as I proceed.

The broad design of the Settlement was that it should be agricultural, manufacturing, commercial, and educational—one object could not well prosper without the others.

The first question to be solved was the

labor question. On the 8th day of August, 1861, I went upon the railroad, near the centre of the tract of land, and fixed the spot for the city. It was the highest ground, and near the centre of the tract, upon the railroad which ran to Philadelphia. I decided that all my roads should be wide and straight, and at right angles. I would make up for the want of the picturesque in the straight line and the right angle by requiring trees for shade in single or double rows, according to the width, to be planted along all the roads. The engineer drove the centre stake, I cut down the first tree myself, and the axemen then proceeded. During this time an old backwoodsman came up, and, looking at the surveyor's instrument very curiously, asked me what in the world we could be doing. I explained to him that I had just driven the centre stake of a city; that I would at once proceed to open a street two miles long and one hundred feet wide; and that in ten years' time, upon the spot where he stood, there would be churches, schools, factories, and dwellings, and thousands of population; and around this city for miles and miles would be stretching orchards, vineyards, and farms; and that over the very ground which his feet were then upon, would be passing hundreds of carriages every day. The old man saw from my eye that I was in dead earnest, and as I proceeded he moved off farther and farther, and, when he was at a safe distance, he said, 'Young man, I am now old; I have lived here all my life—my father and my grand-father before me. You can never do this thing.'

Afterwards he went up to one of the axemen, and confidentially told him to be sure and get his money on Saturday night, 'as that young man meant well, but was out of his mind.' This old man now lives in the city in a corner plot, opposite the public park.

The same week I set a large force of men to work, and it was not long before I had a magnificent avenue opened, two miles long and one hundred feet wide, along the sides of which I left some of the beautiful forest trees for shade.

At the end of the first week I decided to take action upon the labor question I reasoned that it would not be consistent with the good of the place to have any kind of labor degraded—that it would militate against my interest as well as that of the public. That it would be better for me so encourage all laborers, that they might have hope, energy, and sympathy for my efforts, and be able to live in their own freeholds, in order that their prosperity might be a part of the prosperity of the Settlement.

When my foreman hired the axemen; they said nothing about the amount of pay they were to get—they took it for granted that they were to have the ordinary pay of two shillings per day in store orders upon the shops in Millville, where they would go and get their tobacco, whisky, and Indian corn-meal. I decided to stop this entirely; therefore, when Saturday night came, I paid them at the rate of four shillings a day in gold. Then the premium on gold was light. I afterwards raised their wages above this. When they received their pay their amazement was inexpressible. One man objected to receiving money, saying he had never used any, and would not know how to spend it. I told him that it was time for him to learn.

I made no explanation to these people, only asked them to save all they could, which they promised to do. The next week they worked with great good-will, accomplished much more, and spoke well of Vineland—the name I had decided on. I then told my foreman to give me the names of all the men who were steady and industrious, and had families. When

the names were given to me, I called the men to me, and told them my designs about the place, and that, as they were steady and good men, it would be well for them to have homes which they could call their own, and that I would allow them each to select ten acres of land at twenty-five dollars per acre, which they could pay for in a term of years, and that I would furnish them with a carpenter and timber, and help them to erect houses for themselves of a cheap but convenient kind, which they could pay for in the same way. I added that they must have no fear of failing—that they must have faith that I would not take the property away from them, but would give them a deed in fee simple, as soon as the land was paid for, and that I would bind myself to do so in writing. They had faith and went ahead.

On off-days and hours they worked for themselves, and cleared their land. The next season they had their crops growing and this was the nucleus of the Settlement, and the way I solved the labor question. I will remark that every one of these men succeeded, and got his deed, and there was not one with whom I had any trouble. At the same time, I erected a plain school-house of timber, and at first employed a teacher at my own expense, until there were enough settlers and pupils to organize a school district. My system or plans upon which I founded the Settlement may be classed under two heads—the Material and the Moral.

In each contract I required that—1st. The purchaser should erect a habitation not nearer than twenty feet from the side of the street, in the city plot, or seventy-five feet from the roadside, in the country. This got rid of the greatest evil in new countries—speculation, and it made each colonist labor personally to improve his lot and co-operate with his neighbor, and with myself, for our

mutual benefit. It also kept the Settlement continually growing, and made the outlands successively saleable.

I will also here state that in the same sense I did not allow myself to become a speculator by raising the price of my city lots and farm lands as the place improved and increased in population. I at first placed them at such price as I considered would give me a fair remuneration, and then I depended upon my profits in the rapid sales which would be produced by allowing the settlers to have the benefit in the rise in the value of land and their increased prosperity.

When land nevertheless would fall back on my hands by reason of parties not complying with their improvement stipulations, I used to dispose of it at its market value. The rock upon which many owners and companies split, in real estate operations, is that they keep raising the price of the land as the demand increases until the favorable time passes, and there is no longer any demand at all, when their enterprise, of course, comes to a standstill.

The stipulation about setting the houses back removed them from dust, and induced great attention to the ornamenting of front gardens with flowers and shrubbery.

2. That each person, in front of his or her homestead, should plant trees for shade at proper distances apart, within one year. My own engineer set the stakes for the trees. This was to turn the uniformity of straight lines and right angles in the roads to a feature of beauty as well as utility. The trees forming long vistas, in time would become surpassingly beautiful; they would also prevent droughts, and make a harbor for birds, which are necessary for a fruit country. As a protection to roads, and affording a grateful shade in summer, we all know their value.

3. The next stipulation was that the roadsides should be seeded for grass within two years, and kept seeded. This was done to add to the beauty and to economise land which ordinarily was allowed to go to waste, as also to prevent the spread of noxious weeds that had been usually allowed to grow up by the roadsides, from whence the seeds spread over the adjacent fields.

I employed numerous road-gangs to work, and opened through my land one hundred and seventy-six miles of road, and built numerous causeways and bridges upon the plan before mentioned. This I did at my own expense.

I also laid out squares in certain localities for public ornament, and donated a park of forty-five acres adjoining the city plot for the same purpose. These were intended for fairs, festivals and public amusement.

The marsh land I drained by opening the streams and digging ditches through the centre of them. I dug eleven miles of centre or main ditches, which reclaimed a good deal of the best land, and laid bare beds of muck, which proved an excellent fertilizer. I gave all the people the privilege of digging muck upon my land free of charge.

But there were other questions which had to be decided at once, or all this work would be lost in the ultimate failure of the Settlement. By the laws of the State of New Jersey cattle were allowed to run at large, and all persons who improved land were compelled to fence their grounds to keep out their neighbors' cattle. This was a wasteful habit. It involved an immense outlay to begin with; also the cost of keeping the fences in repair and the loss of the manure of the cattle. Upon an estimate, I found it would cost over a million of dollars to the settlers to fence the Vineland tract. To keep the fences in repair

would cost ten per cent. per annum, which would be 100,000 dollars, and the loss of interest at six per cent. would be 60,000 dollars per annum. I therefore got a law passed, prohibiting all cattle from running at large, and repealing the Act requiring fences to be built, so far as it related to my district. People then kept their cattle in enclosures, and soiled them, as the farmers term it; much to the good of the cattle, the saving of manure, and the saving of capital. It also induced them to cultivate root-crops, which added to their wealth and benefited the land. This almost produced a war upon me from the native Jerseymen, who lived around my property; but they have since seen the benefit of it to such a degree that in all the surrounding counties they have followed our example and adopted the same law.

Another important question was the economizing of manures and sewerage. I introduced earth-closets—simply a sliding box under the seats, and a keg of dry earth, or generally a compost of muck and plaster, which was thrown into the box, and used with a little shoveling, the whole of it to be emptied once a week. This kept it thoroughly deodorised, and the manure was almost immediately suitable for use upon the land, and at the end of the year amounted to considerable value. In the aggregate, in the whole Settlement, its money value was very large. I explained to the colonists that Nature taught us that nothing should go to waste, that these things should be turned to advantages and blessings, instead of being allowed to foul the air and produce typhoid fevers. I had a law passed making it finable in the sum of two hundred dollars to dig any cesspool that would possibly reach the water level of the wells. The sewerage was managed in this way: The farmers disposed of it by running it in receptacles for liquid

manure. In the town it was disposed of by running it through a box holding muck, sawdust and sand; the water would run out clear, the filtering matter would retain the fertilizing properties, and after a certain time would be emptied and replaced.

Vineland is probably the only place in the world where all excrement and sewage whatever is economized; and the large crops raised are in great part owing to it. The saving to the people amounts to many thousands per annum, and no difficulty has been found in carrying out the plan. The central village has a population of 4,000 people, and as you walk through the beautiful little town no noxious smells will ever assail you. The remarkable health of Vineland is no doubt greatly owing to this cause. Other towns in the neighborhood that live under the old system are greatly troubled with fevers and epidemics. If the same system were adopted in London, you would have something more valuable than all the guano beds of the Pacific, to keep up the value of your lands. The saving of life would be very great, and the plan is perfectly feasible.

The next important question was in reference to the sale of liquor, a subject I now find greatly agitating the British public, and even the Government. I considered the subject solely as it would affect the industrial success of my settlement. I had witnessed the evil effects of the immense number of taverns which usually planted themselves in new places; I had seen many towns with every natural advantage to favor them, and which at first were highly prosperous, finally fail, in a manner most unaccountable to the ordinary observer; but when I noticed the abundance of taverns, and considered the number of people they withdraw from productive industry to carry them on, and then the effects on their

customers, I could easily account for such enterprises falling sick and becoming paralysed. My success depended directly upon the success of each individual who should buy a farm of me. I had noticed that those individuals who were sober in their habits were usually the successful ones in all pursuits; that those who were intemperate were the unsuccessful ones; that the families whose heads were sober were happy families; that where they were intemperate they were unhappy. It was of vital importance to me that a man's means should be economized, that he should be inclined to labor, and have the health to do it, and that his family should be contented, especially his wife. Intemperance is productive of discontent in families, and when the wife is in a new place, away from her relatives and friends, and the husband grows intemperate, she becomes panic-stricken. Happy, cheerful homes were necessary to the success of Vineland.

As the best account of my action in reference to this subject, I will give you an extract from a speech I delivered before the Judiciary Committee of New Jersey in 1873, which was appointed to examine into the subject: "I am in candor compelled to say that I did not introduce the local option principle into Vineland from any motives of philanthropy. I am not a temperance man in the total abstinence sense; I introduced the principle because in cool abstract thought I conceived it to be of vital importance to the success of my Settlement. If I had seen that liquor had made men more industrious, skillful, more economical and aesthetic in their tastes, I certainly should then have made liquor-selling one of the main principles of my project. Whilst disclaiming all motives of philanthropy, I cannot deny the feeling of intense commiseration that I have felt for the victims of intoxication."

The question came up as to how I could give such direction to public opinion as would regulate this difficulty. Many persons had the idea that no place could prosper without taverns—that to attract business and strangers taverns were necessary. I could not accomplish my object by the influence of total abstinence men, as they were too few in number in proportion to the whole community. I had long perceived that there was no such thing as reaching the result by moral influence brought to bear on single individuals; that to benefit an entire community the law or regulation would have to extend to the entire community. In examining the evil I found, also, that the moderate use of liquor was not the difficulty to contend against, but it was the immoderate use of it.

The question, then, was to bring reform to bear upon the immoderate use of it. I found that few or none ever became intoxicated in their own families, in the presence of their wives and children, but that the drunkards were made in taverns and saloons. After this conclusion was reached, the way appeared clear. It was not necessary to make temperance men of each individual; it was not necessary to abridge the right or privilege that people might desire of keeping liquor in their own houses, but to get their consent to prevent the public sale of it; so that people, in bartering, might not be subject to the custom of drinking, and might not have the opportunity of drinking in bar-rooms, away from all home restraint or influence. In short, I believed that if the public sale of liquor was stopped, both in taverns and beer-saloons, the knife would reach the root of the evil. The next thing to do was to deal with settlers personally, as they bought land, and to counsel with them as to the best thing to be done. In conversation with them I never treated it as a moral ques-

tion. I explained to them that I was not a total abstinence man myself, but saw clearly the liability to abuse, when liquor was placed in seductive forms at every street corner; that it incited crime, and made men unfortunate who would otherwise succeed; that most of the settlers had a little money to begin with, sums varying from two hundred to a thousand dollars, which, if added to a man's labor, would be enough, in many cases, to obtain him a home, but which, taken to the tavern, would melt away like snow before a spring sun; that new places were liable to have this abuse to a more terrible extent than old places, as men were removed from the restraints of old associations, and brought into the excitement of forming new acquaintances; and that it was a notorious fact that liquor-drinking did not add to the inclination for physical labor. I then asked them, for the sake of their sons, brothers, friends, to help establish the new system, as I believed it to be the foundation stone of future prosperity.

To these self-evident facts they would almost all accede. Many of them had witnessed the result of liquor-selling in the new settlements of the far West, and were anxious to escape from it.

The local option law of Vineland was not established by temperance men, or total abstinence men only, but by the citizens generally, upon broad social and public principles. It has since been maintained in the same way. This law has been practically in operation since the beginning of the Settlement in the autumn of 1861; though the Act of the Legislature empowering the people of Landis Township to vote upon license or no license was not passed until 1863. The vote has always stood against license by overwhelming majorities, there generally being only from two to nine votes in favor of liquor-selling. The population

of Vineland Tract is about 10,500 people, consisting of manufacturers and business people upon the city plot in the centre, and around this centre, of farmers and fruit-growers. Most of the tract is in the Landis Township. I will now give statistics of police and poor expenses of this township for the past seven years:

	POLICE EXPENSES.	POOR EXPENSES.
1867	\$50	\$400
1868	50	488
1869	75	425
1870	75	350
1871	150	400
1872	25	350
1873	50	400

(The dollar is 4s. 2d. English money.)

Were licenses for saloons and taverns obtainable with the same ease as in New York, Philadelphia, and many country districts, Vineland would probably have, according to its population, from one to two hundred such places. Counting them at one hundred, this would withdraw from the pursuits of productive industry about one hundred families, which would average a population of six hundred people. Each of these places would sell about 3,000 dollars' worth of beer and liquor per annum, making 300,000 dollars' worth of stimulants a year. I include beer saloons, as liquor can be obtained in them all, as a general thing, and, in the electrical climate of America, beer leads to similar results as spirits. Think of the effect of 300,000 dollars' worth of stimulants upon the health, the minds and the industry of our people. Think of the increase of crime and pauperism. The average would be fully equal to other places in which liquor is sold. Instead of having the police expenses at 50 dollars, and the poor expenses at 400 dollars per annum, the amount would be swollen to thousands.

The home example of Vineland has been such that the neighboring cities of Millville and Bridgeton, which previously could number liquor saloons by hundreds, and were often the scenes of disorder and

crime, have abolished them, with the same favorable results as in Vineland. The example has also spread to other townships of the State, and over one-half of all the townships of the great State of Pennsylvania.

1. The results in Vineland have convinced me that temperance does conserve the industry of the people.

2. That temperance is conducive to a refined and aesthetical taste.

3. That temperance can be sufficiently secured in a community by suppressing all the taverns and saloons to protect it from the abuse of excessive liquor-drinking, and without interfering with the right of all classes of people to keep liquor and beer in their own homes.

The next thing I will mention is Education. I designed that in Vineland it should be of an advanced character; and that in time the place should become noted for its educational advantages. As fast as the population sufficiently increased in the different sections, in connection with the citizens I had school districts formed and school-houses built. As the school-law of New Jersey at that time was far behind the requirements of the age, I moved for a special Act applicable to Landis Township, under condition that it be submitted to a vote of the people. Owing to the misrepresentations of some demagogues at the time, the Bill was defeated. With some friends, however, at the next meeting of the Legislature, I had the same ideas embodied in a general Act for the whole State, and it was passed. Under this law education has taken great strides. In Vineland we have built some twenty school-houses, consisting of primary and grammer schools; and this year we have built a large high school, as it is called, at a cost of over 30,000 dollars, for teaching the higher branches of education, which school was opened the 22<sup>nd</sup> of last Aug-

ust by the President of the United States and most of his Cabinet. The next step will be to connect with all our schools an industrial and technological branch of education, that boys may be trained in physical industry, and have the sciences, and agriculture, and horticulture practically taught to them in their everyday work, step by step, in connection with their studies.

When the Settlement started, most of my land was in the Township of Millville. This was soon found to be an inconvenience, and it was important that the main features upon which I had founded the Settlement should be made a law. I therefore got an Act of the Legislature passed embodying the main features of my plan, and setting off the most of my territory into a separate township. To this Act I have since got supplements passed as they became necessary. The most important principle is that the entire Township is governed by a committee of five men, elected annually by the people. I have had no city charter, no aldermen, no imposing body of councilmen. I believe the more the governing body is increased in number, the more is individual responsibility divided and lessened; thereby the more is corruption likely to creep in. A system of few legislators, with powers strictly defined, who have to appear often for re-election, is what experience has proved to give the greatest satisfaction. This has secured to us a faithful performance of public duties at the lowest possible rate of taxation.

In the progress of the Settlement, as the number of members belonging to any religious denomination increased, I donated them land, and contributed money towards erecting churches, showing no favor to any creed, and treating all alike; only encouraging a good style of church edifice as far as possible. We have erect-

ed Episcopal, Methodist, Presbyterian, Congregational, Baptist, Unitarian, and Swedenborgian churches; some of them are spacious and fine buildings. The Catholics are now building. For the first few years I contributed to the salaries of the clergy.

I also assisted in the organization of various societies of a useful and literary character. I found that as people had no liquor saloons they felt more interest in such societies. In fact, the difference is a marked feature, and a subject for the most interesting study. Some of the societies were beneficial—such as Masonic and Odd Fellows; others Agricultural and Horticultural, Floral and Literary. To encourage a taste in such matters, I offered various premiums. In 1865 I offered \$350 in agricultural premiums. In 1866 I offered premiums as follows:

1. One hundred dollars, divided into two sums, for the best essay on the history of Vineland, the Historical Society being judge of the composition.

2. One hundred dollars, divided into two sums, for the two best pieces of prose and poetry.

3. One hundred dollars to the Society of Agriculture and Horticulture, to be distributed in prizes for the best specimens of products.

One hundred dollars to the Society of Agriculture and Horticulture, to be given in prizes for the best specimen of fruits.

One hundred dollars, to be given in the form of gold medals, with appropriate inscriptions, to the male and female pupils who shall be judged to be the most advanced scholars, independent of every other consideration.

One hundred dollars to the two pupils, boy and girl, aged from 14 to 18, who shall be judged to be the most advanced scholars, independent of every other consideration.

One hundred dollars to the Band of Music which might have given six public concerts, three in open air during summer, and three in winter.

One hundred dollars, in the form of gold medals, with appropriate inscrip-

tions, to the two persons who prove themselves most graceful and agile in gymnastic exercises.

Fifty dollars, in the form of a gold medal, to the lady who cultivates with her own hands the most beautiful garden of flowers.

In the year 1867 I offered the following prizes:

Twenty dollars and a diploma for the best cultivated acre of field carrots.

Twenty dollars and a diploma for the best cultivated acre of turnips.

Twenty dollars for the best kept farm.

Twenty dollars for the best cultivated orchard of at least two acres.

Fifty dollars to the lady who shall have cultivated, and laid out with the greatest taste, a flower garden.

One hundred dollars, to be distributed among the three persons who shall best play the violin, cornet-a-piston, and the flute. The competition to be held at the exhibition of horticulture, the decision being left to a committee.

Fifty dollars to the gentleman who is strongest and most active in gymnastic exercises.

Fifty dollars to the lady most agile at gymnastics.

The distribution of all these prizes was made at the time of the Exhibition of the Society of Agriculture.

As the societies became strong, I withdrew my assistance, excepting in cases of emergency. As an illustration of how much can be done by a little timely help, to encourage people, I will mention an incident. The Baptists erected a very large and handsome brick building, with a very heavy slate roof. I was driving past one morning, and I noticed a crowd of people collected in front of it, with a most woebegone expression of countenance. They informed me that the roof had proved too heavy for the walls, and that it was pressing them out, and they expected the building to fall any minute. They had spent their last dollar, and were in despair. I replied I would at once contribute one hundred dollars towards bracing the building—that they

should telegraph for an architect to come down from Philadelphia in the next train. They had this one hundred dollars to go upon, and soon raised more. The architect came down, the walls were temporarily braced, and in a few days fine iron rods were stretched across the inside of the building, clamping the walls, and it is now one of the most substantial and beautiful church buildings in South Jersey. I mention this not to show what I did, but how necessary it is for a proprietor to do something himself, in such emergencies, in order to encourage the people to effort, and accomplish things that help him and themselves.

At the first it was necessary to introduce the cultivation of such products as were adapted to our soil and climate and markets. For the produce most sought after in the markets of Philadelphia, New York and Boston, our soil and climate were well adapted. These were fruits, such as grapes, pears, peaches, apples and berries of different varieties; also, vegetables, such as sweet potatoes, or yams, as they are called in England, early white potatoes, table and field beets, onions, lima beans, cabbage, turnips, cauliflower, asparagus, pippins, and melons of different varieties. These all grow to perfection, and ripen early. Our people also raised wheat, Indian corn, grass, millet, and stock for home consumption, but the other articles were raised to send away. I succeeded in getting the settlers to plant extensive orchards and vineyards; I think there are now at least 1,500 vineyards and orchards in Vineland, presenting one of the most beautiful sights imaginable.

Special attention was also paid to the introduction of the best stock of cattle, pigs and poultry, in all of which Vineland now excels.

As produce was raised, it came to be necessary to market it: and considering that the colonists were strangers in the

country, I employed an agent at my own expense, whose duty it was to take their produce to market, dispose of it, and return them the money, free of any charge for his services. In time, as the colonists became acquainted with business and the markets, this became unnecessary, and I withdrew this assistance.

As the Settlement grew, people who had capital to invest came to Vineland and settled, for the purpose of residence. I noticed that this capital generally sought investment out of Vineland—in the State of New York and other States, where the rate of interest was seven per cent. instead of six per cent., as in the State of New Jersey. I made an effort to have the law, so far as related to my own township, changed, so as to allow seven per cent. interest, but failed in the Legislature the first session, owing to the prejudices of some of the members. The next session I was more successful, and the act was extended to the entire State, much to the advantage of Vineland, and the rest of New Jersey. This alone gave an impetus to industry beyond what many believed possible.

After the Settlement had so grown as to number some thousands of inhabitants, and had a great deal of produce to send to market, we had reason to complain of the high charges for freight upon our single railroad. I remonstrated with the company, and received from its general manager fair promises about reduction, but these were not fulfilled. I then, with much difficulty, obtained a charter from the State Legislature for a new railroad leading direct to New York and Baltimore. After a severe struggle of five years, I succeeded in getting this new railroad built, when there was an immediate fall in the rates upon both railroads. Then more produce was raised, and manufacturers came in, who before were deterred on account of high rates of freight.

The building of the latter railroad increased the trackage through the Vineland territory, from eight miles to seventeen miles, adding vastly to the value of property, as well as to the prosperity of the people, and affording new outlets.

After the agricultural portion of my plan had become developed, the next thing to be done was to introduce manufactures. To facilitate this I erected a large building, at the cost of some thirty thousand dollars, divided into different rooms. I introduced a steam engine of some fifty horse power into the building, and the necessary shafting through the rooms, and let out room and power to manufacturers for a very small sum—what was barely adequate to pay expenses. To some I gave room for nothing, or rather in consideration of their introducing their business.

This was the nucleus of what is now an extensive manufacturing interest; and besides this, I encouraged it in other ways. The result of it is that boots and shoes, buttons, straw hats, pocket-books, woodwork of different kinds, and various other things are extensively manufactured in Vineland, constantly adding to its wealth and population, and always increasing and giving employment to men not naturally farmers, and working girls and boys.

Another subject of serious concern was to keep down commercial monopolies, especially in those things nearly related to the staff of life. Being so near the great markets of New York and Philadelphia, the colonists found it more profitable to raise fruits and the finer vegetables for market, and to depend upon purchasing flour and feed with the proceeds of their sales.

They purchased this flour and feed from the storekeepers of the place, and the storekeepers were supplied by the millers in the surrounding country. I heard

great complaint about the prices they had to pay for this flour and feed, and upon examination I found that these prices greatly exceeded the market prices elsewhere. This I knew my colonists could not stand. They must be able to compete with other places, and in order to compete they must be able to buy cheap. I had introduced a grist-mill in my steam-factory building, which I let out; but those who hired it did not know how to contend against combinations, and always failed.

I therefore decided to run the mill myself, and to fight the combination upon these principles: I would buy nothing but the best of articles, and for cash, in order to buy cheap. I would place the price of my articles at the lowest possible price covering cost and expenses. I would only sell for cash. I would have articles delivered all over the tract without extra charge, though all to whom I had previously let my mill said this plan would fail. I also had a shop opened in the centre of the town. I put the prices of feed and flour down at once fully thirty percent., and instead of selling poor articles, which people had been previously getting, I sold nothing but the best. In the first days only a few people bought. The number increased. The business ran up to hundreds of dollars a day. The demand came from all sides; the trouble now was to supply the demand; more machinery had to be introduced, and more power. The demand extended beyond Vineland. Teams came for twenty miles to load up with supplies. The fame of the good flour reached Philadelphia, and the Continental Hotel tried it first, and then got its supply of flour from the Vineland Steam Mills. The 'corner' or combination was broken up, and the entire Settlement appeared to take a new start of prosperity as if by sudden impulse. Bringing down the

prices was equivalent to saving to each family for themselves and stock two hundred dollars a year, which for two thousand families would be 400,000 dollars a year. They were able to prosper by so much better. That prosperity encouraged them to new efforts; thereby resulting in a co-operative benefit to myself, which is the reason why I mention the circumstance.

In connection with this, as illustrating the principle still further, I will give another example. The poultry and egg business near the great cities of New York and Philadelphia is one of the most certain and profitable pursuits in the United States. After I had started my mill, I was informed by one of my colonists that the storekeepers did not allow more than from one-half to two-thirds for eggs that they would sell for in Philadelphia, whilst they asked almost twice as much for meat scrop and other poultry food as it could be bought for in Philadelphia. I examined into the subject, and found the statement to be true. I then ordered eggs to be taken in at my mill in pay for flour and feed, the same as cash, at Philadelphia prices, less the freight, and obtained some tons of meat scrop from Philadelphia, and ordered the miller to manufacture poultry feed, and sell the whole at a reduction corresponding with the rest of the articles. The result of this was that in ten months not less than one thousand new henneries went up over the Vineland tract. It was a business that old and decrepid men and women and children could follow. It was a winter and summer industry, and is now one of the greatest in Vineland. It may be asked—does the mill pay? I can reply, Yes. But the profit is got by making a small percentage upon a very large business, instead of a large percentage upon a very small business. I will also remark that in the above statements

I wish to make no reflections upon the shopkeepers of Vineland. They acted according to the instincts of trade, the same as in other places. They have erected handsome buildings, and where they have not been biassed by private interests, have always been public-spirited.

It may be imagined that in these things I have made some enemies, whilst ploughing my way through different interests, but I am happy to say I have made many more friends, and gained direct personal advantages, by increasing the value of my own property with that of the colonists.

As before mentioned, on the 22d of August, last year, General Grant, President of the United States, and most of his Cabinet, attended the dedication of the new high school building in Vineland, and he made the following speech. His speeches never consist of more than a few words:

Ladies and Gentlemen of Vineland—It gives me great pleasure to visit your thriving town of Vineland. It is one of the greatest places for industry and prosperity and intelligence, and all the improvements I have heard of have been accomplished under trying circumstances.

The difficulties he refers to were mainly owing to the great civil war. Vineland was started in the commencement of it, and had to struggle through the darkest period. We had three calls for troops. I decided to step forward and co-operate with the people to prevent drafts. I therefore endorsed the Township notes individually, and raised money enough from the banks in Millville and Bridgeton to fill our quotas, and sent them to the war, without any draft. Vineland has been able to make an honorable record in the war, and pay off a debt of \$60,000 and to prosper in the face of every difficulty.

There is a material and industrial pros-

perity existing in Vineland, which, though I say it myself, is unexampled in the history of colonization, and must be due to more than ordinary causes.

The influence of temperance upon the health and industry of the people is no doubt one great cause. The Settlement has built twenty fine school-houses, ten churches, and kept up one of the finest systems of road improvements, measuring one hundred and seventy-eight miles, in the country. There are now some fifteen manufacturing establishments on the Vineland tract, and they are constantly increasing in number. Her stores in extent and building will rival any other place in South Jersey. There are four post-offices in the tract; the central one did a business last year of 4,800 dollars, mail matter, and a money-order business of \$78,922.

Out of seventy-seven townships in the State, by the census of 1869 Landis Township ranked the fourth in the value of its agricultural productions. There are seventeen miles of railway upon the tract, embracing six railway stations. The amount of products sent away to market is enormous. Her fruits are to be seen in all the large eastern cities, from Philadelphia to Quebec. There is more fruit raised in Vineland than anywhere else in the United States upon the same area of land.

To drive through the place over the smooth and beautiful roads, lined with young shade trees, and bordered with green, and past her thousands of orchards and vineyards, is like driving through the

loveliest of parks. The poorest of her people seek to make their homes beautiful. Her citizens are gathered together from the far West, from the middle and New England States, from Germany, France, England, Ireland and Scotland; even from sunny Italy. All of those who are industrious succeed, and industry is the rule. The idler, without the capacity to do a day's work, does not succeed, and ought not to succeed anywhere.

I am happy to be able to say that the result of the project as a land enterprise, has been to the interests of the colonists, as well as my own. Town lots that I sold for 150 dollars have been resold for from 500 to 1,500 dollars, exclusive of improvements; land that I sold for 25 dollars per acre has much of it been resold for 200 to 500 dollars per acre, exclusive of improvements. This rule will hold good for miles of the territory, all resulting from the great increase of population and prosperity of her people.

It is certainly an interesting question whether the highest self-interest of the landed proprietors of England, or any other country, cannot be found in advancing the material and moral welfare of all those who live and work upon their own estates.

To me the most unpleasant part of the above narrative is the necessity I have been under of so often mentioning myself, and I hope the reader will kindly take this necessity into consideration, and let that be my apology.—*Fraser's London Magazine*, Jan., 1875.











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